

Amanda Battaglia

- As a creative and entrepreneurial spirit, I strive to encourage a team toward a design that reaches and engages the target audience.
- As a marketing strategist, I thrive in implementing powerful and effective strategies based on solid research that meet goals and improve user experience.
- As a digital media manager, I excel at using technology to project manage an idea to a successful outcome on time and within budget.
- Building solid relationships and proactive problem solving lie at the core of my work.
- Motivating people, discovering people's desire to be a part of something, identifying why they get involved or how they make a decision; these are the things that drive me.



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📍 Milwaukee Area

Director of Media & Communications

Center for Faith & Work at LeTourneau University

Project managed various initiatives including: republishing a book, website redesign, on-campus student outreach, generating donor materials, event marketing and managing logistics etc.

Planned and implemented digital media marketing strategies to extend LeTourneau's influence through the Center's online relationships

Grew digital media presence and interaction through creating content and graphics (Twitter, Facebook, LinkedIn, YouTube, Vimeo, etc.)

Reported project status & cost benefit analysis to senior level employees

Led the creation and maintenance of various micro-sites (including site map and design) with partners, developers and designers

Created a bi-monthly newsletter promoting content and events

Developed automated communications systems & opt-in incentives for email subscribers

Collaborated with University Marketing and Alumni Department on various initiatives

Dallas, Texas April 2012-April 2017

Increased website sessions **180%** per year through use of digital media (website, email, social media)

Assisted in building partner relationships online and offline with over **70** friends and partner organizations to expand reach and opportunities

Expanded Facebook following by **184%** in two years with a **26%** increase in engaged users every year

Grew email subscriptions by **30%** per year with a **25%** email click rate

Formulated Key Performance Indicators (KPI) for the Center and tactics to connect with LeTourneau University's overall KPIs

Project & Marketing Manager

Faith@Work Summit

Project managed a sold out, international event with a team of **five** (event planner, administrator, designer, AV, hotel facilities etc.)

Negotiated sponsorship levels and sponsor sales and worked with various vendors on pricing

Designed and created websites and marketing materials and overall marketing plan for the Faith@Work Summit in 2014 and 2016

Sourced and trained liaisons to provide customer service for sponsors

Implemented automation systems to improve efficiency and overall attendee experience

Developed attendee survey and evaluated results to improve on future events and marketing efforts

Dallas, Texas 2014 and 2016

Led marketing efforts resulting in **400** attendees **50+** live stream participants (Doubling previous attendance)

Managed expenses to stay within or below budget (aprox. **\$275,000**)

Administered a successful event where **88%** of attendees would recommend the event to a friend (**63%** would highly recommend)

Built an app that was downloaded by over **460** users with **77%** of users creating profiles to engage through the app (**46%** of event attendees were Boomers)

Generated custom communications for attendees (on site & live stream) with over **60%** avg. open rate and **17%** avg. click rate

Promoted and communicated with **50** event sponsors and **47** presenters

Digital Media Manager

Betsy Gray Creative: 4word

Directed digital media efforts of national non-profit by recruiting, training, and managing virtual team of writers and social media contractors to meet social media goals, increase website impressions and email subscribers, and grow the national 4word community

Composed regular 4word social media and website trending assessments and formed social media strategy, recommending platforms and activity levels to raise national awareness of 4word (Twitter, Facebook, Facebook Groups, and Pinterest)

Assisted creative director with PR, editing web content, updating graphics and print materials (Photoshop, Illustrator, InDesign, Asana)

Managed weekly email marketing campaigns and event invites, co-authoring blog content with a virtual team (Constant Contact)

Advised leadership with quarterly reports from primary research and emerging media and trends related to the target market

Dallas, Texas September 2011-October 2013

Created comprehensive marketing plan with audience profiles and executive summaries

Increased 4word's members by providing local chapter leaders with resources, networking opportunities, guidance in marketing, and 4word branding and systems (Google Docs)

Developed online mentoring program systems and materials including: marketing promotions, training materials, online user application, automated systems, payment system, and internal processes

Trained mentoring program coordinator focusing on customer's user experience

Communications & Social Media

Children's Relief International

Organized, planned and implemented public relations and social media marketing strategies

Assisted with recruitment and overall 2012 goals

Created email campaigns and designed thank you notes for donors with compelling images and stories (MailChimp, Illustrator, Pages)

Improved and updated graphics and copy for social media, website and blog (WordPress, Photoshop)

Dallas, Texas September 2011-March 2012

Managed CRI Facebook and Twitter pages with a consistent increase in followers

Generated a one week social media campaign and increased daily news feed impressions by over **200%**

Researched and developed tactics for an advocacy and local chapter program to increase reach and donors

Storyboarded and edited an impactful video for fundraising

Central Asia Media Team

International Mission Board

Collaborated with developer, designer, and journalist to create the concept, branding and content for an informational website

Worked with supervisor to create a timeline and task calendar for team

Responsible for several components of the website: site map and layout, designing and editing graphics and photos, capturing and storyboarding informational videos (Illustrator, InDesign, Final Cut Pro)

Istanbul, Turkey Summer of 2010

Delivered project on schedule in less than **eight weeks** with a team of **four** people

Researched and utilized Google AdWords for SEO improvement and worked with writer to include phrasing in content

Developed an event plan to promote website and created all promotional materials to support the event (InDesign, Illustrator)

Research & Strategy Project

Causelife: World Help

Developed research strategies and conducted primary and secondary research seeking to answer the question "How do charitable organizations reach and motivate college students and young professionals to become and remain advocates for a cause?"

Wrote a situation analysis based on research findings with related goals and measurable objectives working with three team members

Lynchburg, Virginia Fall 2010

Gathered **19** interviews and conducted a focus group

Built an implementation plan that included: social media strategy, video guidelines, events, and plans for local chapters and regional representatives

Created a model that can be used for reaching young professionals

Resident Assistant

Liberty University

Responsible for safety, mentoring and crisis management of **70** students, and the supervision of **13** student leaders

Trained student leaders and utilized constructive conflict resolution

Submitted work orders and followed up with authorities to ensure completion of work

Lynchburg, Virginia Fall 2010-Spring 2011

Created and administered online surveys with a **51%** response rate

Planned and promoted monthly events with up to **50%** attendance

Education

Liberty University: Magna Cum Laude

B.S. Communication Studies: Advertising and Public Relations

Awarded The Outstanding Public Relations Student for 2011

Hall Leadership: Spring 2008 – Spring 2011

Campus SERVE (helping families & children): Spring 2007 – Spring 2010

Student Member of Public Relations Student Society of America

Student Member of American Advertising Federation

Tools and Applications

Office

PowerPoint, Word, Excel, Outlook, Sharepoint, Asana, Google Tools (Google Docs, Google Calendar, Gmail, etc.)

Adobe

InDesign, Illustrator, Photoshop, Premiere

Email

MailChimp, Constant Contact

Web

WordPress, Drupal, Google Analytics Certified, AdWords Certified, SurveyMonkey, Eventbrite

Social Media

Hootsuite, Buffer, Facebook, LinkedIn, Twitter, Instagram, Pinterest, YouTube, Vimeo

Basic Skills

HTML, CSS, Final Cut Pro, BaseCamp, Dreamweaver, Pages, Keynote, and Fireworks

Platforms

Apple and Windows